COMMUNICATIONS DIRECTOR

Leadership Opportunity

THE WILDERNESS WORKSHOP IS THE CONSERVATION WATCHDOG OF NEARLY 4 MILLION ACRES OF PUBLIC LANDS IN WESTERN COLORADO.

THIS IS WHO WE ARE

Using science, the law, and grassroots activism, Wilderness Workshop works to protect the public lands of the western slope of Colorado. Our geography includes the White River National Forest and nearby BLM lands. We both defend against threats to the ecology of and work proactively to increase protections for this amazing landscape.

Founded in 1967, the Wilderness Workshop has earned a national reputation for passionate, strategic advocacy, effective grassroots activism, and scientific authority.

WW is the only nonprofit organization that’s devoted to protecting these particular public lands on a full-time basis. No other local group has the mission, capacity expertise, and standing to participate effectively and consistently in the arcane bureaucratic processes that decide the fate of these lands; no state or national organization devotes as much time to our particular area.

We don’t represent any user group; rather, we provide a voice for nature on our public lands. We’re a community of people who enjoy and cherish wild places, and believe that wildlands and wildlife should be protected for their own sake (and for ours).

Although focused on the White River National Forest region, our work is part of a visionary movement to reconnect wildlife habitats and “rewild” landscapes on a continental scale. Thus, we frequently partner with other local, state, regional and national groups on projects.

We now seek an experienced, committed, dynamic Communications Director to join our highly talented team.
This is what work we have done recently

Our work takes many different forms, including long-term ongoing projects and targeted efforts that are completed relatively quickly. Some of the important successes we have had recently include:

**WW wins big in federal court on climate**
A federal judge agreed with our argument in court, finding that the BLM failed to consider the climate impacts of drilling thousands of new oil and gas wells on hundreds of thousands of acres across western Colorado.

**Judge dismisses Thompson Divide lawsuit**
After more than a decade of activism, our community convinced the BLM to cancel 25 illegal leases in the Thompson Divide. But then one of the energy companies sued, so the issue wasn't resolved until this summer when a settlement agreement was finalized and the lawsuit was dismissed.

**Advocating for wildlife in the Eagle Valley**
We've galvanized a movement in the Eagle Valley to stop the Forest Service from granting a developer permission to pave a forest road through some of the last best deer and elk winter range.

**No dams in wilderness**
After two years of advocacy and collaborative work, we reached a settlement with the City of Aspen that will result in the City moving its conditional water rights for dams on Castle and Maroon Creeks out of these special valleys.

**Defiende Nuestra Tierra**
Last summer we launched “Defiende Nuestra Tierra” to build relationships with the Roaring Fork and Colorado River Valley Latino communities and partner with those communities to steward and protect our public lands.

**Colorado Outdoor Recreation and Economy (CORE) Act**
WW has been working for over a decade to achieve congressional protections for the Thompson Divide and the Continental Divide in Summit and Eagle Counties. The CORE Act contains both these provisions and is quickly advancing through the US House.

**Here is how the communications director makes a difference**
Wilderness Workshop’s mission is to protect public lands in western Colorado. At its core our work consists of convincing land managers, Congress, local elected officials and the public to make conservation minded decisions regarding our public lands. While advocacy and policy work is a large part of how we achieve this, communicating with the public and these decision makers is key to achieving our success. The Communications Director collaborates closely with program staff and the Executive Director to achieve conservation goals. Our work is also highly dependent on our reputation in the communities and venues in which we work; we have developed an extensive set of community programming to connect with the public and educate them on our issues. The Communications Director not only works to fill these events and programs so we can reach as many people as possible, but is also responsible for telling our story and the story of our work to ensure we retain the social license and donor support to effectively continue our work.

**Working at the wilderness workshop and living in Carbondale**
The Wilderness Workshop offers its staff a close-knit, relatively casual work environment that is focused on results and impact. We are passionate about our work, creative, and like to work collaboratively with the team and our partners. Successful members of the team are self-starters, life-long learners, interested in building new skills, active listeners, and like the nimbleness that comes from a smaller organization that can act quickly to take advantage of new opportunities.
The Roaring Fork Valley stretches from the top of Independence Pass, through Aspen and Carbondale to the confluence with the Colorado River at Glenwood Springs. The breadth and depth of recreational and cultural amenities found in this community are second to none. Multiple wilderness areas, ski areas, world class biking and running trails, and nationally recognized art and cultural institutions are all found in the Valley.

Wilderness Workshop is headquartered in Carbondale, which offers a community-oriented small-town feel, nestled into the larger human ecosystem of the Roaring Fork Valley. The growing, close-knit community extends visitors and new residents a hearty welcome. Carbondale, like all of the towns in the Roaring Fork Valley provides incredible access to public lands and nearly endless opportunities to ski (cross-country and downhill), hike, bike, fish, climb, and kayak just out the backdoor. While finding housing can be challenging in the Roaring Fork Valley, there is a growing housing stock and a variety of options and opportunities, from downtown Carbondale to more rural settings or other towns within a 20-minute drive.

**THIS IS WHAT IT TAKES TO DO THE JOB**

Qualified candidates will have a proven track record of utilizing communications and marketing to achieve an organization’s goals. Excellent writing and story-telling skills are critical to this job. A minimum of three to five years of relevant work experience is required. Ideal candidates will have a strong connection to public lands and knowledge of conservation work. Additionally, candidates will have experience and skills in these areas:

**Strategic Communications**

- Knowledge of or an ability to quickly learn western public lands history and policy, ecosystem protection, resource management, conservation biology and advocacy.
- Experience utilizing communications to advance social change.
- Experience designing and implementing communications campaigns.
- Experience working for or with media organizations.

**Branding and Marketing**

- Experience promoting and marketing events.
- Experience building and maintaining an organization’s public image and reputation.
- Experience utilizing marketing and communications to raise funds for businesses or non-profits.
- Strong story-telling skills and experience crafting a narrative and generating creative and compelling content.

**Technical**

- Excellent writing, editing and speaking skills.
- Familiarity with Adobe programs, including Photoshop, Lightroom, and InDesign.
- Strong proficiency with WordPress, website editing and management.
- Experience using social media personally and professionally.
- Photography and videography creation and editing skills desired.

**Personal Qualities**

- Self-motivated and ability to work outside of a highly structured work environment.
- Ability to work both independently and as part of a high-functioning team.
- Detailed oriented, excellent organizational and office skills.
- Sense of humor.
- Collaborative by nature.
What are the Rewards
The salary range for the Communications Director position reflects the applicant’s previous experience and the market conditions of the surrounding area. The benefits package includes a sabbatical policy, health insurance, wellness days, sick days, and a retirement plan. Relocation support is also available for qualified candidates who are ready to move to our mountain community.

Ready to Apply?
Qualified candidates are encouraged to apply by sending a cover letter, resume, and salary requirements to WW’s Executive Director, Will Roush at: Will@wildernessworkshop.org with the subject: “Communications Director.” All applications are to be submitted electronically. To learn more about this position and the work of the Wilderness Workshop, please visit us at www.wildernessworkshop.org. Applications will be reviewed on a rolling basis and candidates are encouraged to submit materials prior to December 1st, 2019.

The Wilderness Workshop provides equal employment opportunities to all persons. No employee or applicant for employment will be discriminated against because of race, color, religion, sex, national origin, age, sexual orientation, otherwise qualified handicap or disability, or veteran status.